

MARKETING & COMMUNICATION | COURSE BROCHURE

Trade Marketing and Channel Management

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

For many consumer brands, winning in stores and with distributors is as important as winning consumers. This course covers trade marketing and channel management: channel strategy, distributor selection and management, trade promotions, in-store execution, category management with retailers and measuring trade spend effectiveness.

Trade spend is often large but poorly measured. You will learn to invest in channels where it creates the most value.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Channel analysis, promotion evaluation exercises, retailer case studies and distributor role plays.

Course objectives

By the end of this course, participants will be able to:
• Design channel strategies
• Select and manage distributors
• Plan trade promotions
• Improve in-store execution
• Collaborate with retailers on categories
• Measure trade spend return

Target audience

This course is suitable for:
• Trade marketing managers
• Channel and distributor managers
• Key account managers in FMCG
• Sales managers
• Brand managers



Course content

Target competencies

Participants will develop competencies in:

- Channel strategy
- Distributor management
- Promotion planning
- Retail execution
- Trade spend analysis

Course outline

Day 1: Channel Strategy

09:00–10:08	Channel options
10:08–11:00	Channel conflict
11:00–11:30	**Coffee break**
11:30–11:45	Channel conflict (continued)
11:45–12:53	Strategy
12:53–14:00	Exercise

Day 2: Distributors

09:00–10:08	Selection
10:08–11:00	Agreements and targets
11:00–11:30	**Coffee break**
11:30–11:45	Agreements and targets (continued)
11:45–12:53	Performance reviews
12:53–14:00	Role play

Day 3: Trade Promotions

09:00–10:08	Promotion types
10:08–11:00	Planning
11:00–11:30	**Coffee break**



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11:30–11:45	Planning (continued)
11:45–12:53	Evaluation
12:53–14:00	Workshop

Day 4: Retail Execution

09:00–10:08	Shelf and display
10:08–11:00	Merchandising
11:00–11:30	**Coffee break**
11:30–11:45	Merchandising (continued)
11:45–12:53	Category management
12:53–14:00	Case study

Day 5: Trade Spend

09:00–10:08	Measuring returns
10:08–11:00	Optimising spend
11:00–11:30	**Coffee break**
11:30–11:45	Optimising spend (continued)
11:45–12:53	Planning
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**£3,150.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Frankfurt Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,650.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Cape Town Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,890.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.–**
Vienna Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,940.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.–**
London Confirmed dates	15 Feb 2027	19 Feb 2027	**£2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.–**
Rome Confirmed dates	8 Mar 2027	12 Mar 2027	**£2,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
London Confirmed dates	29 Mar 2027	2 Apr 2027	**£2,450.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**£1,250.–**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**£3,150.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.–**
Barcelona Confirmed dates	3 May 2027	7 May 2027	**£2,840.–**
Online Confirmed dates	3 May 2027	7 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	24 May 2027	28 May 2027	**£1,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Cape Town Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,890.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.-**
Rome Confirmed dates	5 Jul 2027	9 Jul 2027	**£2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.-**
Amsterdam Confirmed dates	19 Jul 2027	23 Jul 2027	**£2,540.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.-**
Barcelona Confirmed dates	9 Aug 2027	13 Aug 2027	**£2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Dubai Confirmed dates	30 Aug 2027	3 Sept 2027	**£3,150.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**£1,250.-**
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,860.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Vienna Confirmed dates	11 Oct 2027	15 Oct 2027	**£2,940.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
Cape Town Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,890.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Rome Confirmed dates	15 Nov 2027	19 Nov 2027	**£2,450.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,250.-**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,650.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online